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ABSTRACT

An internship report cites ways in which the National 4-H Center could be more effective in a visual sense. The author suggests collecting the memorabilia already at the Center to form an historical museum and coordinating the historical items with present items. Impact areas, those with a lot of traffic, are discussed individually in terms of orientation materials (maps or floor plans) equipment needs (mirrors, signs, coat rack), and display or exhibit areas. Some areas should serve as a form of recognition to special groups, others can serve as orientation aids, and yet others already fulfilling their objectives need some beautifying effort--lights, pictures, or super-graphics. A decoration program for the dormitories could involve the students with professional supervision provided. Other needs of the Center are briefly touched upon, and possible solutions are offered. (AG)

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VISUAL DISPLAY STUDY

National 4—H Center

A 4—H Intern Report

By

Sanford W. Farwell

Art Director, Information and Publications

University of Maryland

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Introduction

The following is my report on the internship I spent at the National 4-H Center from April 8th through the 26th, 1974. The purpose of this internship was to develop a proposal on how the Center could better convey an image of serving youth. Much of what I am going to recommend is based on consultations with staff, leaders, and the youth that were present during those three weeks. Naturally, some ideas are through my own observations and personal experiences.

The first week I spent getting acclimatized to my environment. Days were spent walking through halls looking at what presently exists and generally evaluating the status quo. There was an opportunity to receive some input from the leaders that were attending the Humanities Workshop; this was achieved through the use of a questionnaire. I am submitting these ideas with the report.

The second week was used to try to record ideas and suggestions. This was more like the calm before the storm because everyone at the Center was actively involved in preparations for the following week, National 4-H Conference.

The third and final week was the most productive of them all. I was involved with the youth in their selection of the National 4-H Poster Contest winner. During that time, I had opportunities to ask questions and try out ideas on the participants. I also managed to talk to the majority of the staff and get their input as to what was needed or might be done as well as bounce a few thoughts of my own.

I feel that buildings are like people in that first impressions are lasting impressions. The National 4-H Center is a complex of buildings giving little or no impression of its function. In my talks with the staff, leaders, and 4-Her's, I have come to the conclusion that the Center and/or Foundation can be summarized with the words "Service to Youth." I have used these words as a guideline, in the majority of cases, when making my judgments and suggestions.

Sincerely,

Sanford W. Farwell
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EXISTING DISPLAYS

There is a considerable amount of memorabilia throughout the complex. This has a limited, but recognizable, audience value. I would suggest that a room be located, such as a room within the new J. C. Penney building, where these artifacts may be placed. This could be considered an historical museum. Placards could be placed next to each item giving an explanation as to the who and why. This might work in with some of the Foundation's programs for it would become a centralized information area of past history of the Foundation or the Center.

Several examples come to mind. I have been informed that there are numerous original posters done by Coats & Clark. I can envision where one entire area might be devoted to these posters. It would be interesting how these have evolved. The pictures that have been referred to as "old men" are basically just that, but if they were put in a sequence with a brief history as to the part they played, they would then create an interest they cannot receive alone. A section could be devoted entirely to recognition awards; another could be gifts.

Still another section of this area could be devoted to present day items of interest; for instance, what will the new J. C. Penney building look like? How is the fund raising coming along? A display of the most recent gifts, awards, activities. I envision this room to be rather formal, a place where one could sit and relax, but most of all, a place where people could be taken and shown the history of the Foundation.

IMPACT AREAS

I have made selections which I will refer to as Impact Areas. These areas are those that I feel have the most traffic--primarily visitors not associated with 4-H. These areas are given a numerical order based on the numbers of people using that particular facility or immediate area. These selections have been determined mostly by conversation because three weeks of observation can only begin to show a pattern.

Impact Area I

The entrance and lobby immediately outside the Dining Room in building "E".

Impact Area II

The Farley Lounge and the adjacent wall areas in Smith Hall.

Impact Area III

The halls and walls outside the conference rooms in buildings "D" and "E".

Impact Area IV

Outside the Ohio Room in Smith Hall.

Impact Area V

The lobby in building "D".

Impact Area VI

On the second floor of Smith Hall in the area of the elevator and the stairs leading down to the front hall.

I have considered several other areas but these I shall consider separate and thus apart from the general listing of Impact Areas.

In all cases when I am discussing any area, I feel it most important that whatever is to be done, should be done either by a professional or under professional supervision, and that a general theme, such as, "Service To Youth", should be prevalent.

IMPACT AREA I: Entrance and lobby in building "E" immediately outside the Dining Room

This area is used by most of the people who are spending any time at the National 4-H Center. The atmosphere is casual, one of relaxation and a change of pace from the conferences and meetings. People have time before or after a meal--time to look; but, unfortunately, there is little to see other than a clock, chairs, and lighting fixtures that present day youth would associate with their grandparents. There isn't anything that would begin to convey the theme, "Service To Youth".

NEEDS OF THE AREA:

A. A sign showing the general layout of the entire Center.

B. A sign showing the floor plans of building "E".

C. Super-graphics in the stairwells showing "up" to dormitory rooms "down" to conference rooms.

D. A coat rack.

E. A mirror.

F. A stand that can hold signs telling what meetings are where.

G. A display area on the wall that forms the stairwell.

H. An exhibit on the outside of the interior walls of the Dining Room.

DETAILS

A. & B. The sign showing the general layout of the Center and the signs showing the floor plans of building "E" should use the present signage system with the inclusion of the words, "You Are Here", as well as the present arrow. The placement of these signs should be as near as possible to the entrance of the building, but should face the viewer as he or she enters.

C. The super-graphics in the stairwells giving directions should be an expansion of the present symbols used for dormitories and conference rooms. These might be large circles at least two feet in diameter with an extending arrow pointing the direction. Included within the arrow could by the necessary words.

D. The coat rack is presently placed in the most satisfactory location.

E. The mirror is a necessity in its location between the two rest rooms; there are those who like to prim and primp before or after a meal.

F. There are numerous commercially-produced stands that would fulfill the need of showing what meetings are being held. The main item to consider here is the standardization of size of signs and type; this would give a professional appearance. An alternative to the stand would be to have a frame that could be mounted on the wall in the stairwell in which the information could be placed.

G. The display should be placed on that area that is formed by the wall (approximately 9' X 10') that makes up the exterior of the stairwell. This should be a permanent structure with its elements easily removable. The space at the bottom should not be used for display purposes, but rather have a unit so constructed that a table could be placed in front of it without doing damage to the display. The height of a standard table is 30". The subject matter of the display should be determined by the staff. The medium used to convey the message could be selected from work done by 4-H youth or professionally. At this point in time, I would strongly suggest that the design and coordination of this display be done by a professional. It should also have some identification, perhaps the development of a logo, with an acceptable theme such as "Service To Youth". (see Drawing #1)

H. The exhibit in the lobby should be placed in the area formed by the exterior walls of the dining room; this could form a concave that would flow between the two doors. It should be unitized or designed on a modular basis to give it flexibility and changeability. The subject matter should be determined by the staff with the realization that it is here they will be able to get their message most readily seen. They can go into greater detail and express several different interests or program areas. Emphasis should be placed strongly on visual impact. The use of 4-H work or materials would heighten the concept of "Service To Youth". Statistics could be used as long as they are kept to a minimum and are impressive. The design, development, and coordination of this exhibit should be done by a professional. It should be free standing and be transportable so that it could have a variety of use--other areas in the Center as well as in completely different locales. (see Drawing #2)

I. Somewhere in the area there should be a means of dispersing bulletins and pamphlets. This may be incorporated with either the display or the exhibit.

IMPACT AREA II: The Farley Lounge and the adjacent wall areas in Smith Hall.

The Farley Lounge or lobby may be equal (in numbers of people using the area) to any other facility in the Center. The primary difference is that this area, unlike most of the others, should be considered as a place of business. People that come there are looking to either register and/or obtain information, or to see a member of the staff. The time element or interest span can be judged accordingly. It does, under certain circumstances, tend to be a gathering place for people waiting for events to take place. Above all else, it is the center hub of the National 4-H Center.

NEEDS OF THE AREA:

A. A sign showing the general layout of the entire Center.

B. A sign showing the floor plans of Smith Hall.

C. A form of recognition for Gold Clover Members.

D. A form of recognition for the Board of Trustees.

E. A means of dispersing information.

F. A means of dispersing publications and bulletins.

G. A display area depicting some facets of 4-H.

DETAILS:

A. & B. The sign showing the general layout of the Center and the signs showing the floor plans of Smith Hall should use the present signage system with the inclusion of the words, "You Are Here", as well as the present arrow. There should be additional information to identify the director's offices. This might be done with the use of a letter in each area shown with a subheading under the explanation of the symbol, such as "A" might be Communications Division Director's Office.

C. The method used for presenting the Gold Clover Club to your public and to the contributors is less than favorable. At present, it is displayed in a directory form on the wall in the hallway of Smith Hall. People who have contributed a sizable amount of money should be encouraged to continue by receiving suitable recognition in a prominent location or DON'T bother at all. There are many of us that consider contributions as tax write-offs, but they are equally a means of advertising.

What can be done? There are several points that should be considered:

1. Is it necessary to list the contributors? They have gained recognition through publications and have received plaques and letters of thanks. I believe more can be gained than lost if given the emphasis they deserve, but definitely not if it remains in its present form. The public, for that matter 4-H leaders and members, are not aware of your benefactors. Prospective contributors will look favorably on seeing their names or organization in connection with a worthy cause.

2. Who should by listed and how? The who has already been determined by the donation of $1,000 or more. The how raises these questions:

   a. If placed on a yearly basis, when is the beginning and the end of collecting or displaying names?

   b. Is it not better to give continuous contributors separate recognition (by doing this, newcomers would automatically be receiving separate recognition also)?

   There are more alternatives than I have mentioned, but of these I favor "b". Through need, the list will change from year to year. Those that continually support a cause should gain some form of recognition.

3. How should the list be displayed? I envision the listing of the Gold Clover Club Members as being an integral, yet separate part of an overall design that would convey a theme or purpose of the 4-H Foundation. Drawing 3 (On display 4-H Foundation only)

D. The present display of the Board of Trustees is a "rogue's gallery". It is nearly impossible to get a collection of pictures from a variety of sources and place them together without gaining this effect. Each person sends what he or she feels to be the best picture; yet, the techniques used in shooting the pictures vary one from the other. In as much as it is impossible to control this situation, I believe the best solution is to do away with the pictures entirely, unless, they can be displayed as singular pictures in an area set aside for this purpose--such as an "historic room". Who they are and what they do is most important. I believe this would be of general interest to your public. Therefore, I feel their names, occupations, and terms of office should be displayed in a unit that would be compatible to the present signage system or an integral part of an over-all design. The additional information placed on this unit should be the wording "The Board Of Trustees", the present term of office--such as 1973-74, and some identity to 4-H. The format could be the same as, or similar to, that used for the Gold Clover Members. (Drawing 3)

E. There is a need to disperse information other than through the registrar's window. This is part of the solution, but needs some additional help. What happens when there are several people trying to register? Is there

any way to gain information? A posting of meetings and where they are being held could be placed in that immediate vicinity. A frame could be placed on the wall that could hold this information.

F. An additional means of dispersing other information such as bulletins and pamphlets is also needed. This could either be constructed or purchased and placed in the lobby next to the door.

G. The wall area immediately to the right as you enter Smith Hall should become a display area. The space available is 9'10" by 11'6". This should be a permanent structure with its elements easily removable. The space at the bottom should not be used for display purposes, but rather have a unit so constructed that it would allow a sofa or table to be placed in front of it without doing damage to the display. The normal allowance is approximately 30". The subject matter should be determined by the staff. The medium used to convey the message could be selected from work done by the 4-H youth or professionally. In the time I spent judging or rather advising the judging of the 4-H posters, I came across several works done by 4-Her's that I felt were or would be fully capable of doing this type of rendition. They could be commissioned to do the work and their commission might be a trip to the Center for the unveiling. At this point in time I would strongly suggest that the design, and coordination of this display be done professionally. It should also have some identification, perhaps a logo, with an acceptable theme, such as, "Service To Youth". (see Drawing #4)

IMPACT AREA III: The halls and walls outside the conference rooms in buildings "D" and "F"

The conference rooms are used mostly by people outside your interest area. The walls and halls in this area are large areas of color. Blank space waiting to be used to tell a story.

NEEDS OF THE AREA:

A. Additional identification of the rooms.

B. Pictures on the hall and wall areas.

C. A case or cases in which to place artifacts.

D. Additional signage for directions to other areas.

DETAILS:

A. At the present time the room numbers are placed on the doors in such a manner that when the doors are open the numbers do not show. There are two possible solutions to this problem:

1. Placing a sign on the wall in the doorwell opposite the direction the door opens--this could be done in a super-graphic or similar to the present door numbering system.

2. The placement of a frame on the outer wall of the room, next to the doorway, in which could be placed a sign giving the name of the organization that is meeting there along with the room number.

In any event I would use the frame idea for identification of who is holding the meeting. This would help to discourage the posting of hand made signs in the immediate area.

B. The halls and walls outside the conference room should most certainly be used to help convey the message "Service To Youth". There are endless possibilities, pictures that have been taken by the youth in the Kodak Contest could be mounted behind plexiglass, some of the past calendar art, big photo murals placed around the elevator shaft; one wall could be made up of nothing but travel posters that would have some written material supporting the scope of the world-wide programs; oil or watercolor paintings that have been done by the 4-H'er's that could be placed on a loan basis, with a simple card placed next to it that would give the name, age, and address of the artist. Nothing speaks out as quickly as the work of a youngster. Placement of these materials would depend largely on the material: the paintings might be placed in groups according to age or subject matter; individual pieces of calendar

art might be placed on the walls between the windows that look out on the court; the photos could be made into a montage or--if they have exceptional merit--be blown-up to mural size, as large as 30" X 40" or perhaps even larger. I feel it is most important to repeat a previous statement; the placement of the material will depend upon the material.

C. The cases to hold artifacts could be a plus factor. Nothing draws attention like the real thing. If the objects were used to tell the story behind your International Division, for an example, they could show many of the different pieces of art you have received from some of the eighty-three countries. These would be in the case in plain sight, yet out of reach of inquiring hands and supporting material, in written form, could help get your message across. The wall behind the case, could very well be the dozens of travel posters depicting some of the countries with which you are involved. The material that is placed within the case should be treated as all other display material; that is, it should be changed after a determined amount of time. Another use of the cases could be to display works of the youth--again with a suitable card giving the name, state, and age of the contributor or loaner.

D. The present signage system is low key and from my understanding this was its intent. There is some question as to some of the present locations and readability but any radical change would require a complete change. I would suggest the use of some super-graphics at the end of some of the longer hallways giving directions to the immediate areas, such as an arrow with the symbol of the present system showing "this way to conference rooms in D" or "up to the dining room". You, the staff, can determine better than I what and where these signs need to be placed.

IMPACT AREA IV: Outside the Ohio Room in Smith Hall

The area outside the Ohio Room is limited in space because of the canteen and location of the rest rooms, yet the area needs to be enhanced in some manner other than the present plaque.

NEEDS OF THE AREA:

A. A sign showing the general layout of the entire Center.

B. Signs showing the layout of Smith Hall.

C. A display area on the entrance wall to the Ohio Room.

DETAILS:

A. & B. The sign showing the general layout of the Center and the signs showing the floor plans of Smith Hall should use the present signage system with the inclusion of the words "You Are Here", as well as the present arrow. These signs should be placed on the entrance wall of the Ohio Room closest to the side entrance to the building. Many people will use this entrance from the parking lot rather than coming in the front of the building.

C. The display area could be made similar to those in the lobby of Smith Hall or in building "E" (See section G, Detail, or Impact Area I or section G, Details, of Impact Area II).

IMPACT AREA V: The lobby in building "D"

The lobby of building "D" is an area that is less likely to be chanced upon than any of the others. People entering this area should have reason to be there. But we have to make an assumption that they may have happened there by chance. Most of their questions can be answered by the switch-board operator. It is my purpose to supply answers without the aid of individuals.

NEEDS OF THE AREA:

A. A sign showing the general lay-out of the entire Center

B. Signs showing the lay-out of building "D"

C. Sign indicating direction toward conference rooms

D. A display

DETAILS:

A. & B. The sign showing the general lay-out of the Center and the signs showing the floor plans for building "D" should use the present signage system with the inclusion of the words "You Are Here", as well as the present arrow. These signs can be placed on the wall immediately in front of the entrance.

C. A super-graphic should be in the immediate area showing which way to go to the conference rooms. This would use the symbol of the existing signage system along with an arrow pointing in the necessary direction.

D. As you enter the lobby, directly on your right there is a niche. This niche could very easily be transformed into a display area. Lights could be installed in the niche and a plexiglass surface, that would hold transparencies, could be placed to run flush with the doorway and to the wall. This could be used for one large or several small transparencies with the addition of information describing the reason behind the pictures.

IMPACT AREA VI: The area on the second floor of Smith Hall in the area of the elevator and the stairs leading down to the front hallway.

This area is the last of the impact areas. I am considering it only because of its location; it is the first thing people see when they are on that floor and going to the Executive Directors' office or any of the other Directors' offices on that floor. At the moment it is an almost impossible impasse; dark and dingy.

NEEDS OF THE AREA:

A. Lighting

B. A display

DETAILS:

A. The area definitely needs more light. Visitors can hardly see where they are when they step from the well lighted elevator. This bright lighting makes the lack of light in the hall even more noticable. Even the addition of a single spot, that could be used to light a display, would be a vast improvement.

B. I would suggest the use of the theme or logo as the display in this area. It could be of some size, perhaps as large as 4' by 4', and would be mounted on the wall opposite the elevator.

THE DORMATORIES IN BUILDINGS "D" AND "E"

The dormatories in buildings "D" and "E" are a home away from home. These I do not consider impact areas for the atmosphere should be one of relaxation and be more representative of the kids.

I suggest that a program be initiated to decorate these areas. This program could be an educational and creative happening; drawing from the many talents that you have within the organization. Kids producing works of art for kids. Who can better express that generation? I would not place this on a contest method of obtaining talent but rather send out questionnaires that would inspire reasons why a 4-Her would be interested. It is my belief that those that respond will have the necessary creativity and ability to do the job. This should be an on-going program. No one group could meet all the needs of the area.

This program should be separate and apart from any others because the one element that is needed is time. Numbers of projects can be determined by the group and this will be controlled by the size and abilities of those groups.

The program and the undertakings by the group should be supervised. The supervisor or supervisors should be knowledgeable of methods and techniques. They should serve in an advisory position and have suggestions but not create or determine what is to be shown where.

How you can make this into a learning process is easier for you to determine than for me. But if this task were given to me, I would look at it as taking at least one week in order to obtain any results. The first day--or possibly two--would be spent looking over the area, recognizing the needs and existing decor. Then the group would get together and discuss what they felt.

From this they could make a list of recommendations. Then from this list they could pick out a project or projects they would like to work on. The next step would be the design and then the implementation. Once they had finished they could write a report on the reasons why.

The list of recommendations from the first group could be kept and given to the second, etc.. The second could review the recommendations and either add to or delete from the list. An evaluation of the work done could be made a part of the other groups that attend the Center. These evaluations could also be part of the next group's considerations. It would not only allow the working group to express themselves but all groups to feel as though they had a part and thus have further identification with the Center and Foundation. The staff could let its views be expressed through the advisor.

There has to be control and recognition of changes in time so whatever is done should be done in a manner that is possible to remove and replace. Any work that is done should not be there, for eternity; how long, can be determined either by the staff or be part of the decision of the next group. Having the work capable of being removed and replaced gives an equal latitude of using it in other places.

In my opinion, the works of art that will grace your buildings through this method will become a point of pride. Pride in not only what is done but in who did it and much more than that, this will be the best example of an advertisement speaking out and saying "Service To Youth".

OTHER NEEDS OF THE CENTER

While I was at the Center many of the people looked at me as being a solver of problems. Although I can be sympathetic to their needs I did not feel that it should be included within my report, or rather a part of my report. In all that I have thus far stated, I have concerned myself with the image of the Center and not necessarily the function. Thus, the following are functional needs I have been made aware of and some possible solutions.

The lack of decor of the conference rooms was one need brought out. When I looked at these rooms or have taken part in some of the activities in these rooms I did not feel the lack of decor. In fact any decoration other than what is there now could be distracting to the participants. What is lacking is methods of getting information to the audience. Whatever visual equipment there is, with a few exceptions, has to be brought into the room. Why are there no chalk boards? These could be built into the room and be covered by doors when not in use. Each room or segment of a room should have its own screen. There should also be a cork board; this could be on the back of the doors that cover the chalk board.

Another need was a map that would show the Center and its relationship to the surrounding area. Most people arriving at the Center have a fair idea where they are located but have little or no understanding of other places in relationship to the Center. A large map of the city of Washington and the area made up of the Beltway would help to clarify this issue. The map could show the points of interest and have pictures of these areas forming a frame around the map. The pictures and map would have corresponding identifying numbers. This map could be a permanent display in some area such as the Ohio Room.

Where do you park once you have reached the Center? There is good reasoning behind low key signage; in fact a necessity because of the area. But if people are not getting to the place you want them to be then something must be lacking. I doubt if you have much trouble with people parking in front of Smith Hall for any extended amount of time. Why? Because it is plainly marked. Parking is limited to fifteen minutes. The rest of the parking signs are not as explicit, and their location tends to be confusing. The first sign you approach upon entering is on the right hand side, low to the ground, in an area that can be out of sight if cars are parking there. The next sign is part of another sign, which is more information than a person is looking for. I believe the parking signs should be separate and apart from all other signs, made as large as possible and placed in areas that are visible from the car. Placement on the right or left side of the road means little as long as the arrow points in the direction you wish the person to go. The signage system is all right; most of us are familiar with these symbols; however the addition of the words "Visitors" might help as well as having a P with a cross running through it in those areas you wish for them not to park in.

Buses that are either discharging or taking on passengers should be allowed to park in front of Smith Hall. This is an additional way of advertising part of your program. But those buses that remain at the Center for an extended period of time should be made to park in the area designated.

Not all of the people coming to the Center arrive there by car. I have been informed that the most of them either come by bus or taxi. If this is the case, then you are missing the majority with information on where what is at the Center. There are two signs in the rear parking lots showing the lay-out of the Center but not a one in the front. I understand this was a suggestion already made by the people who made up your present signage system. The obvious

question, where is it? It could be two sides of a triangulated sign that could sit in the area between the two drives in front of Smith Hall. The other part of the sign could be "Welcome to the National 4-H Center".

There are no numbers on the offices in Smith Hall. The reason for this, I have been told, is that you wish all visitors to go to the office of the Division Chairperson. Even if this is the case, further instructions from the person in that room make it rather difficult for the unknowing. "Go up stairs, turn right, and the third door on your left" is a mess to remember. Just finding your way upstairs is enough of a chore. I believe in making everything as simple as possible for a visitor. Numbers would definitely help. You already have a system that directs them to the chairperson, why complicate it more? If I am making personal contacts and these people should wish to see me, I doubt that it helps the relationship to send them all over the place before they find out where I am. Anyone that has been there before will not take the time or trouble to go to the chairpersons' office first before coming to you unless he or she feels the need. I strongly recommend numbers on the door. If you want they could be color coded for each division.

The bulletin boards outside the Communications Division are good. I would continue to utilize this space in this manner. The cost of change is always a part of such displays. My only suggestion would be to give more latitude by using larger and more variety of shapes to the pictures, but this will cost more.

The bookstore is faced with a problem that cannot be remedied under the present system. I am informed that signs can be removed and replaced as the need exists but that they cannot extend out from the walls. There should be exceptions to every rule and here is where there should be one. The bookstore is an entirely different unit than offices and rooms. It is probably used more than any other room in the building, yet it is the most difficult to reach. I personally

would make it the exception to the rule and allow a perpendicular sign extend from the wall. I would also allow this of the main divisional offices as well.

The display, which I believe is in the hallway of the second floor, should either be updated or removed. It is attractive but misinforming.

The travel posters outside the International Division are interesting. This could be improved on by making the entire area from ceiling to floor one mass of posters with a message about the program.

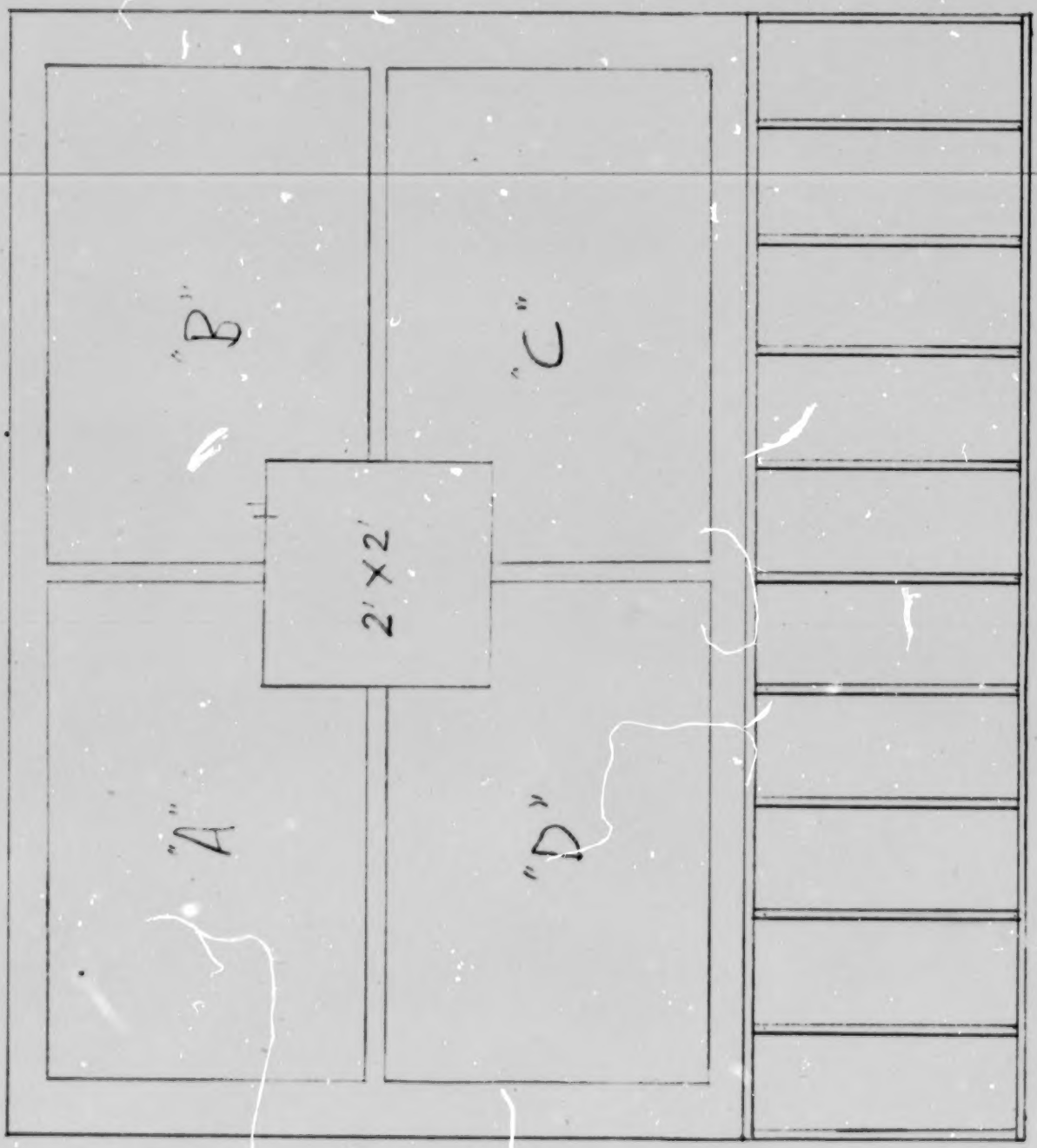
The signage system throughout the Center could be improved on through the use of some super-graphics. Directions are necessary to help people around. I have suggested some directions throughout my report but there are many places these could be used. To quote one of the 4-Hers when I asked him if he had any difficulty in finding his way around the Center, "No, you get to know where everything is after a day or two". How many of us have "a day or two"?

In summarizing, I would like to say that it has been a pleasure for me to work with all of you at the Center. The task of putting into words my thoughts and ideas has been difficult for I feel I am a doer rather than a suggestor. If there are any points that need clarification, by all means feel free to ask. If I have been vague in any way it was not intentional but in many instances what needs to be done can only be done by having the form follow the function. I have purposely stayed away from content although I do strongly suggest the use of a theme throughout, and the possibility of developing a logo that would use this theme. "Service To Youth" is not my own but I feel this is as good as I have heard.

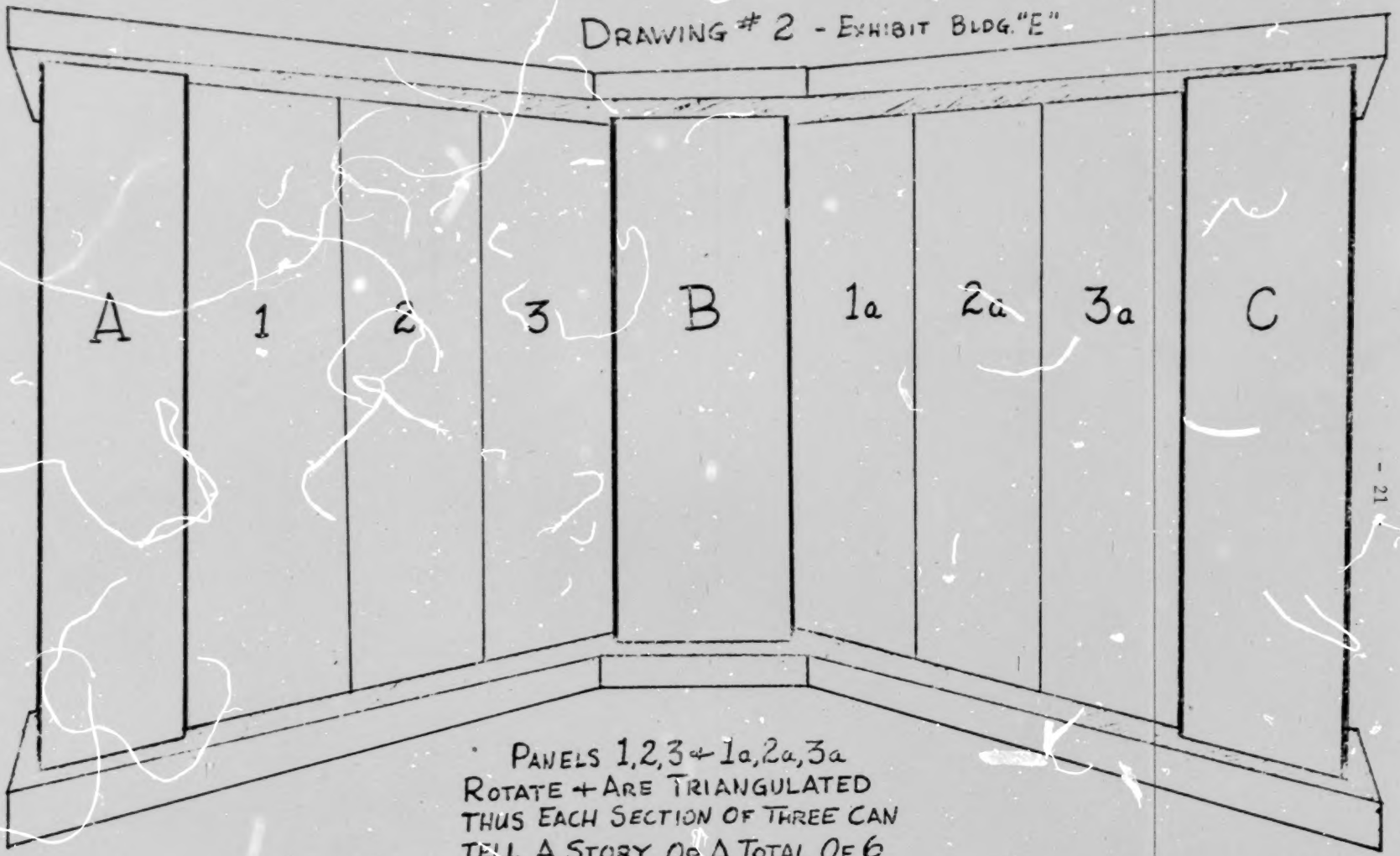
I have submitted some suggestions for designs; these are just that, suggestions. It would have been impossible for me to come up with any concrete designs in the limited time. I feel there are a few things that bear repeating. (1) anything that is to be done should be done by a professional or under professional supervision. (2) that wherever possible the work of the youth should be used, for nothing exemplifies youth like the work of youth like the work of youth. (3) the present signage system is good and that any addition to the system in the way of super-graphics or other signs should use the present symbolism.

I recognize that now you are dealing in a project that will take the two (usually) barriers, time and money. I hope that what I have proposed will help you in this worthwhile venture of creating an atmosphere of youth and for youth.

WALL MAKING UP STAIRWELL - Building "E"



DRAWING # 2 - EXHIBIT BLDG. "E"



PANELS 1,2,3 + 1a,2a,3a
ROTATE + ARE TRIANGULATED
THUS EACH SECTION OF THREE CAN
TELL A STORY OR A TOTAL OF 6
PANELS A,B,+C ARE STATIC
COULD SHOW STATISTICS OR PROGRAM INFO.

FARLEY LOBBY - SMITH HALL